



PVC-U-LIKE Autumn Newsletter 2010

Dear Plastic lovers

Trading this year has been exceptionally hard with a 15% drop in revenue. Factors that have affected the business have been “the recession” which strangely did not affect us last year but has kicked in with a vengeance this year. The weak pound against the dollar hasn’t helped since all our material is bought in the Far East and paid in US dollars. Coupled to this we have had large deliveries of old and new materials which were ordered last year and have arrived this year when trading has been tough. Our answer to this has been to sell off excess stock at very competitive prices and if you visit the website you will find numerous raincoats in old colours being offered at sale prices so please take advantage of this whilst we have the stock remaining. Another method we have always adopted is to offer new garments and our designer Ella has been hard at work not only designing new outfits but also improving existing patterns. We accept that some of our earlier patterns were not perfect and we have an on-going process of checking and altering old patterns where necessary.

Some of our long term customers will know that PVC-U-LIKE started in 1991 and next year we will have been in business 20years! How we have changed from the humble beginnings when my girlfriend Ali and I sewed PVC shorts and trousers in our front room whilst watching Coronation Street! After a couple of years I bought my first welding machine and had a steep learning curve trying to weld round corners with a straight bar and constantly burning myself with RF radiation. I rented a workshop, added more welding machines, sewing machines and started sourcing materials from around the globe. In year 2000 I bought out Mark’s Brothers of Ardwick Manchester and in the process bought 20 welding machines and sewing machines. Mark’s brothers had been in business since the 1950’s and in their heyday they were producing 20,000 PVC raincoats a month which were sold to Mark’s and Spencer and Woolworth’s. I would love to of been standing there in 1962, in the middle of that factory watching all those workers immersed in PVC raincoats, the smell of PVC in the air and seeing all those lovely bright coloured Mac’s being folded and sent out to the great British public. I remember talking to one of the last remaining brothers “Issi” and he told me that they could not keep up with demand for plastic raincoats. They were very successful and as one of the directors of the company Issi went and bought a brand new Jaguar MK2 with his bonus payment! It’s such a shame that the company went to rack and ruin when the department stores went to China and had all the raincoats produced for a fraction of the cost, it was the beginning of the end for British manufacturing. Unfortunately when I bought the business most of the machines had been robbed of parts to keep other machines working and I scrapped about 15 machines because I didn’t have the room for them. That was a bad decision on my part because little did I know that in 10 years time I would have purchased another 15 machines which need spare parts to keep them going which you can no longer source these days. Today PVC-U-LIKE employs 15 members of staff, operate 28 welding machines, 17 sewing machines, have over 20 tonnes of PVC in stock and operate from a 2000sq ft workshop.

I, as the owner of PVC-U-LIKE will continue the tradition of PVC Rainwear for as long as I can before the idiots in Brussels close me down with their ridiculous rules, health and safety regulations and complete un-founded desire to rid the earth of PVC whilst their members can claim for Viagra on their expenses and we the hard working public have to pay their wages...sorry for the rant.

Christmas 2010.

Every year we like to inform customers that due to very high order levels we cannot guarantee delivery for Dec 25th if you order after Nov 19th. Unfortunately every year customers still order after this date and are disappointed when the goods do not turn up in time. So if you are buying a present for your wife please make sure you order it before Nov 19th Thank you.

Material update.

TSBC: Thick Shiny Black. Our thickest material yet. A very substantial and rubbery shiny black PVC 300 microns, now in stock and available across a number of garments.

TTC2: Semi Trans Thin. A replacement for the old TTC. This semi transparent milky material is very soft and thin at 120 microns, now in stock available across a number of garments.

DG: Dull Green. Now in stock. A completely new colour which replaces the out going TGS (Trans Green). This dark green solid PVC is slippery and buttery smooth at 220 microns and will be offered shiny side (**SG**) or dull side (**DG**) facing out.

DB: Dull Blue. Now in stock. A royal Blue solid PVC, slippery and buttery smooth at 220 microns and will be offered either shiny (**SB**) or dull (**DB**) face out.

SSB: Super soft Black. Now in stock. This solid black material has a supple sheen on both sides, is slippery smooth and buttery soft at 220 microns. Now available across a number of garments.

Please note that if you go to the colour chart you will see all the new colours. Follow this link:- <http://www.pvc-u-like.com/store/showitem.asp?id=1652>

Materials discontinuing

The following materials are running low and will not be replaced:-

TTC: Trans Thin, only 1 roll left.

TGS: Trans Green, only 3 rolls left.

What's in the pipeline

We have a number of garments being manufactured in China for delivery as follows:-

PA3C raincoats sizes medium to 2XL in shiny Green (SG), Shiny Blue (SB) and super soft Black (SSB) due for delivery W/C 13th of September priced £27.50.

GS1 Golf two piece suits in Dull Green (DG) shiny side in and Dull Blue (DB) shiny side in for delivery W/C 13th of September priced £35.

B5C Overtrousers in Shiny Black (SBC) due for delivery W/C 13th of September priced £16.50.

For delivery Mid November:- Made in the softest material we've ever made the following coats:-

PA3C Raincoats sizes medium to 2XL in New very soft Natural PVC (TMC) priced £27.50

PA3C Raincoats sizes medium to 2XL in New very soft Dull Black PVC (MB) priced £27.50.

New Garments:-

ABS1: AB Smock. For very naughty Adult Babies this smock is just what the nurse ordered. One size price £10

GMH1: Gas Mask Hood. A brand new Avon N10 military issue Gas mask complete with filter and harness, fitted PVC shoulder length shroud with tight gasket to fit Mask. One size fits all with a variety of PVC choices. Price £160

GMH2: Gas mask Shroud. For those of you that already have gasmasks, this Shoulder length shroud has a tight front gasket which fits the majority of gasmasks available in a variety of PVC Colours. Price £40

GMH3: Fitted gasmask Hood. A modified Avon N10 gasmask with the harness removed and replaced with tight fitting Thick Shiny Black PVC hood complete with hair guard and full length zip. A real kinky addition to your wardrobe. Price £130.

AC1: Ladies army two Piece. Ladies army two piece suit with over the head smock and trousers. Smock has attached large hood with gasmask gasket, shoulder pockets, chest pocket, shoulder epaulettes and drawstring waist. The trousers have two thigh pockets, drawstring waist and elasticated ankles. Sized small to 2XL Priced £69

AC2: Ladies Army style overalls. Ladies Army style one piece overalls with large hood with tight seal for gasmask, shoulder epaulettes, arm pockets, thigh pockets, elasticated waist, full length zip and elasticated ankles. Sized small to 2XL priced £65

JU1: JuJu Wellies: Direct from the manufacturer the last of these beautiful soft Shiny Red Wellies with Black heel and sole with small JuJu motive. A wonderful compliment to a long flowing raincoat. Buy them whilst you can, ladies sizes 3,4,5,6,7, priced £22

COD1: Gents Cod Piece. Keep your manhood nice and snug with this gent's cod piece. Shaped front section and sliding wide waist elastic this nice little number keeps your tackle nicely wrapped in plastic. Sizes medium to 2XL Price £15.

LDG1: Ladies dressing Gown. Beautiful flowing full length ladies dressing gown with double thickness collar and label shaped back section, long arms with turn back and sewn tie belt. Relax in PVC in front of the TV tonight. Sizes small/medium large/XL and 2XL/3XL Price £45

GDG1: Gent's Dressing Gown. Luxury full length Gent's dressing gown with large double thickness hood and label, long arms with turn back and wide sewn belt. Sizes small/medium, large/XL and 2XL/3XL priced £50

Promotions and sale items.

We have the following **PA3C full length raincoats** in discontinued colours at a give away price of £10

TY (Trans Yellow) TBS (Trans Blue) PLN (Pearl Navy) TMC (Old semi Trans Natural) TP (Trans Pink) STS (Semi Trans Silver) DPC (Deep Pink) and SPPC (Pearlised Purple).

Available in various sizes check the website for availability, once these coats have gone they will be not be repeated.

We have just a few **PA2C** ¾ length raincoats left at a give away price of £7.50.

TY (Trans Yellow) PLS (pearl Silver) SY (shiny yellow) and MA (Semi Trans Purple), selling fast, make sure you grab one before they are all gone.

Promotions.

K44P: Enclosed cape. Our popular K44 enclosed cape with no front or rear seams for complete smooth protection produced in China. This cape has an attached drawstring hood and is £11 cheaper than the UK version. **Now available in Trans Black and Dull Yellow** materials. Looks great worn with the matching B5P trousers. Price £22

D2P: Unisex Suit. Our popular D2 One piece unisex suit (Male sizing) produced in China. This suit has a full length front zip, attached drawstring hood, elasticated cuffs and ankles. **Now available in Semi trans Black and Dull Yellow materials.** At £29 cheaper than the UK version this suit offers great value. Price £40

B5P: Unisex overtrousers. Our popular unisex overtrousers produced to a high standard in China. Made in soft, buttery smooth yellow PVC with the shiny face in. £12 Cheaper than our UK trousers these make a great addition to either the A4P jacket or K44P cape. Price £12.50

Other news

V20: Inside PVC-U-LIKE. Approx 15 mins long this short DVD gives the viewer an insight into PVC-U-LIKE. Split into 4 parts the first is a short promotional documentary about the company, parts 2 and 3 are glimpses of photoshoots both in the studio and on location and part 4 is a treat for PVC fans with a Nostalgic short film in black and white shot on a steam railway with the young lady in her plastic mac being followed by the mysterious man.

V21: School of Plastic and Rubber. Filming has finished on this new feature from PVC Dreams, awaiting certification for release.

Happy Shopping!

Email us on mail@pvc-u-like.com

Website : www.pvc-u-like.com